

Digitally Transforming Telesales

# A1 Comms Selects Lightico as their Digitalization Partner to Boost Sales & Customer Satisfaction

Telco Retailer Slashes Call Handle Time and Increases Call Sales Value with Lightico



# Background

Leading Communications  
Telesales Team Seeks  
Innovation

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**A1 Comms is a leading business communications services and solutions provider**, delivering mobile phones, broadband and landline packages to consumers and businesses across the UK.

The company sells from a range of networks requiring stringent compliance processes in order to complete every sale. Sales are predominantly processed via their website and both inbound and outbound calls from their contact centers.

Although the company is renowned for providing excellent value and exceptional customer service, some of the existing compliance processes were causing call times to balloon, creating sales challenges and hurting customer journeys.

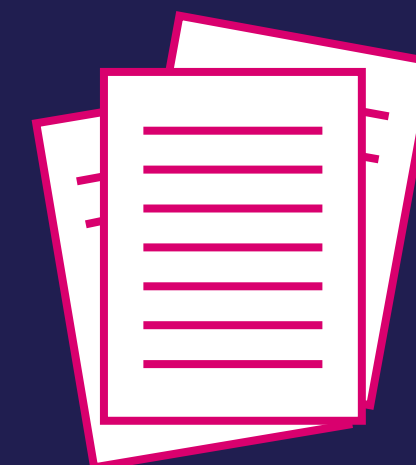
# The Challenge

## Cumbersome Compliance Processes

**A1 Comms' telesales process required contact center agents to read out lengthy scripts of Terms & Conditions for the customer to verbally approve for compliance.**

That process was cumbersome for customers and contact center staff resulting in long call handle time, customer and agent frustrations and agent errors - leading to the risk of non-compliance.

As a result, these challenges hurt agent efficiency, inflated costs and could potentially have damaged the brand. To build on A1 Comms significant existing successes, a digital solution was required to enable regulatory requirements for customer consent to be met, while delivering a great customer experience.



Lengthy  
T&C Scripts



High Call  
Handle Time



Customer  
Frustration

# Solution

## A Fast, Intuitive, and Compliant Sales Journey

**A1 Comms implemented Lightico's solution to streamline the entire sales journey and ensure regulatory compliance with an intuitive customer experience.**

Using Lightico's technology, agents build an offer in real-time according to the customer's needs and share a visual summary of that offer with them via a text message link for instant

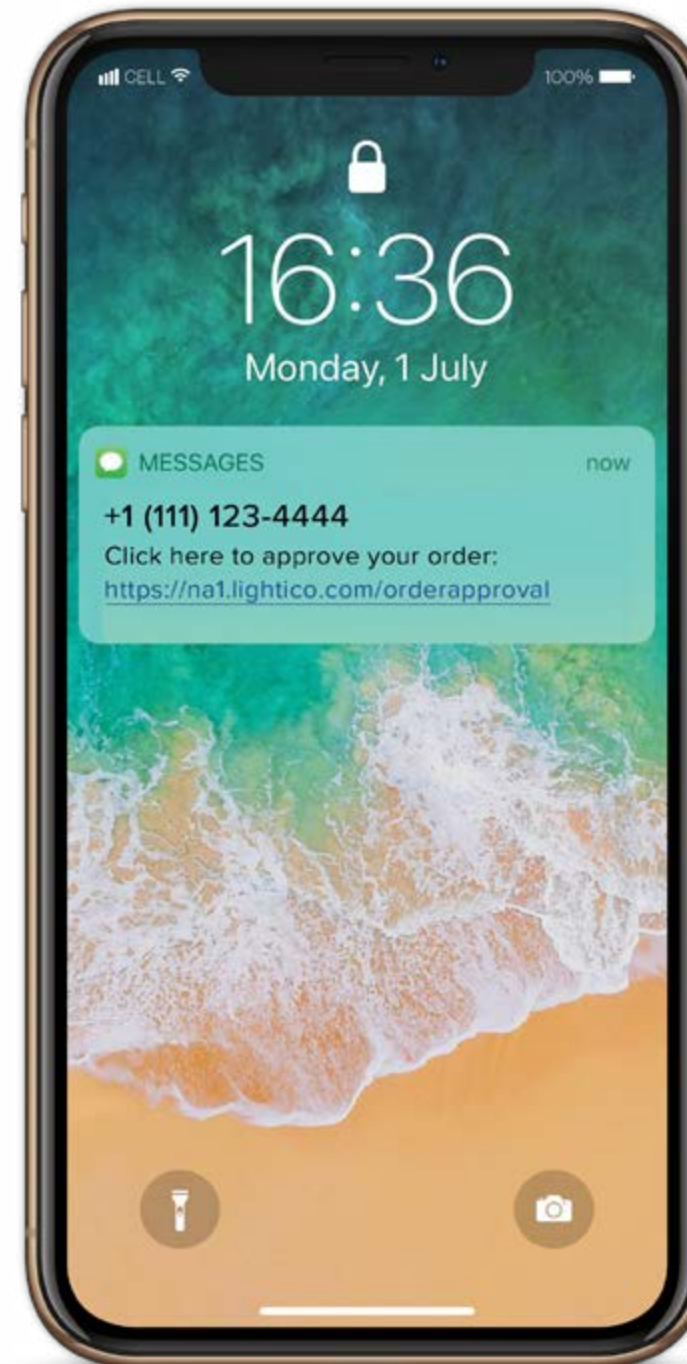
approval, reducing customer misunderstanding, average handling time, and post-purchase issues & queries.

Once the customer approves the order on their mobile phone, Lightico's automated workflows ensure that the relevant terms and conditions are automatically selected and sent based on the offer for digital consent by the customer with no requirement for agents to read significant 'legalise' verbatim. This **significantly reduces the risk of manual error, improves regulatory compliance and prevents agents from losing the rapport built up with customers**, as they would have to read un-natural or complicated terms and conditions.

# How it Works

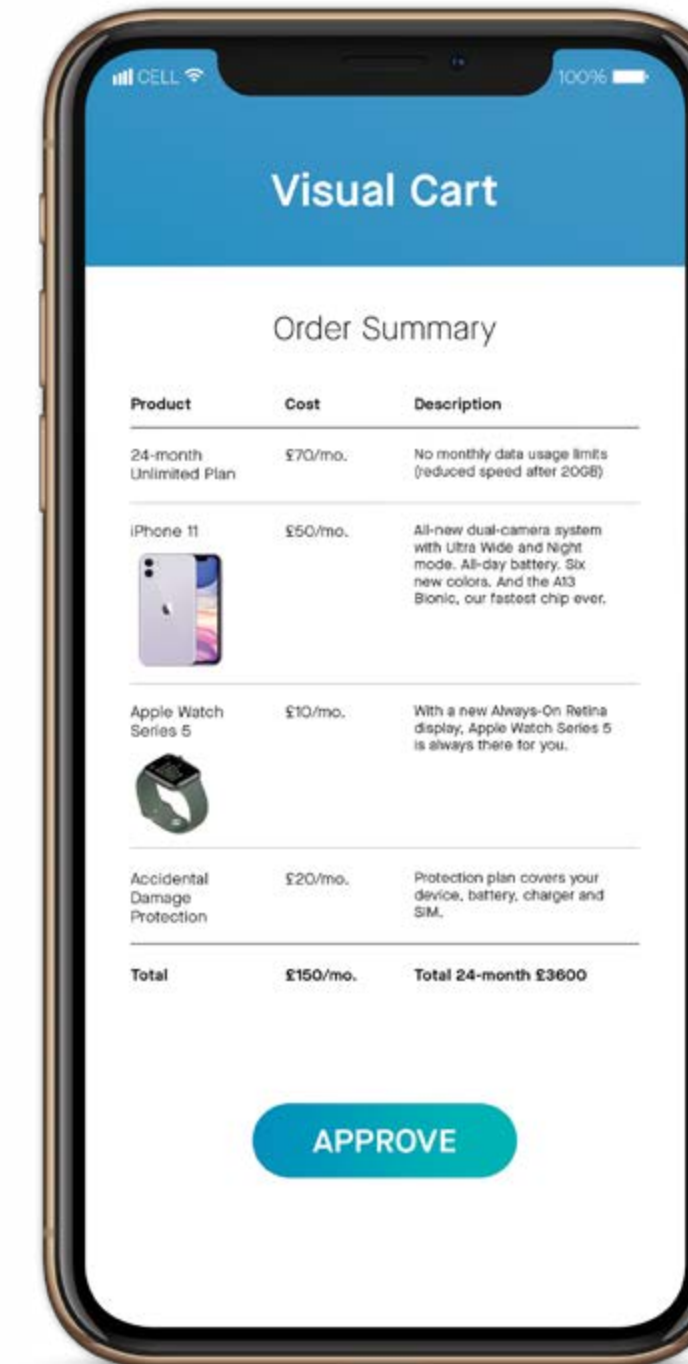
Agents create an order using Lightico's visual basket capability. Automated workflows ensure the corresponding terms and conditions are sent to the customer for consent, once the order summary is approved.

## Text Message



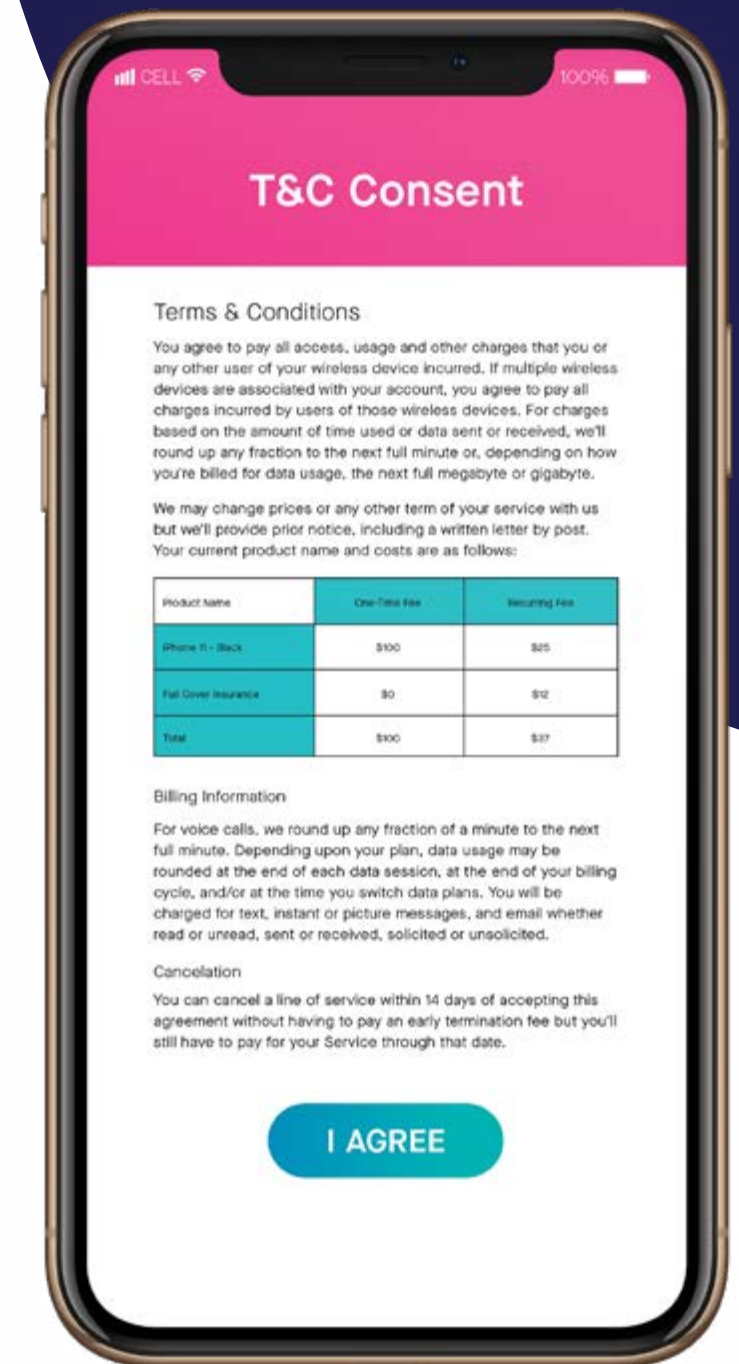
Agent sends a text message to the customer containing a link to a Lightico Session

## Review



Customer opens the link and reviews the order summary for approval

## Approve



The relevant terms are automatically sent to the customer to read and approve with a single click

# Business Impact

## Faster Compliant Sales at Higher Deal Value

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Since adopting the technology, agents no longer have to spend their valuable time reading out the terms and conditions. As a result, agents invest their new found time in increasing sale value and providing a better customer experience – positively impacting A1 Comms NPS scores and reputation as a leader in the communications industry.

Thanks to the speed and intuitivity of Lightico's mobile-optimized solution, **call handle time has been reduced by 10 minutes** with a **higher sale value** per call.

As a result, sales processes are more efficient, the risk of compliance errors has been reduced and A1 Comms has further strengthened its reputation for providing an excellent customer experience.

The company is now looking into expanding Lightico's digital capabilities to further use cases.



*Since implementing Lightico's solution, we've been able to significantly improve sales efficiency. Thanks to the visual basket capability and automated workflows, agents are able to complete **higher value deals in less time with full compliance**. We're proud to be working with one of the most innovative technologies on the market to deliver a world-class customer experience to thousands of customers across the UK.*

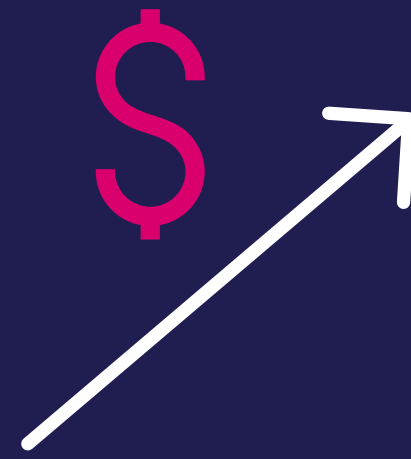


Matthew Way  
Head of Operations & Delivery  
A1 Comms

# Key Results



**10 mins**  
Reduction in  
Call Handle Time



**8%**  
Increased Sales  
Value Per Call



**4 NPS Points**  
Improved Customer  
Experience



**Significantly Reduced**  
Risk of  
Compliance Errors





*“We are proud of our partnership with Lightico. Their technology has made an impressive impact on our operations, agent efficiency and customer experience. Our collaboration is anchored in the combination of a strong business relationship and their excellent technological capabilities. We look forward to driving more business growth together.”*



Matthew Way  
Head of Operations & Delivery  
A1 Comms

# Accelerate and increase sales with Lightico

Request A Demo

Lightico

First Name: Jane

Last Name: Doe

Phone: 432 536 0001

Email: janedoe@gmail.com

Signature:  
*Jane Doe.*

SUBMIT

## About Lightico

Lightico digitally transforms connections between businesses and their customers, making the experience effortless, efficient, and unforgettable.

With Lightico, sales and service agents can instantly collect eSignatures, documents, payments, and verify ID in real-time, straight from customers' mobile phones.